

Even more individuals choose Highmark for Affordable Care Act-compliant individual health coverage in February

PITTSBURGH (Feb. 12, 2014) — [Highmark Inc.](#) today released individual enrollment for Pennsylvania, West Virginia and Delaware that shows a meaningful increase in individuals who are choosing Highmark for their health coverage both on and off the federal marketplace.

"We continue to be exceptionally pleased to see that so many individuals are choosing Highmark as their health coverage provider on and off the federal health care exchange," said Deborah Rice-Johnson, president of Highmark Health Plan. "Consumers continue to find value in carrying a Highmark health insurance card in their wallet because we offer a broad range of plans and competitive prices. We're proud to serve these new customers."

Highmark's current total enrollment* for individuals who have purchased Affordable Care Act-compliant plans both on the federal marketplace exchange and through Highmark directly:

- Pennsylvania: 92,075 total with 61,372 on-exchange and 30,703 off-exchange
- West Virginia: 11,937 total with 8,711 on-exchange and 3,226 off-exchange
- Delaware: 6,848 total with 4,911 on-exchange and 1,937 off-exchange

Through both on- and off-exchange purchases, Highmark is seeing a high percentage of new members, which are likely those who were previously uninsured or had insurance with a competitor.

- Pennsylvania: 43 percent new members
- West Virginia: 57 percent new members
- Delaware: 60 percent new members

Highmark continues to see a high percentage of enrollment in its Community Blue plans in Pennsylvania. Of all of the individual plans sold by Highmark, 76 percent have been Community Blue plans.

Open enrollment for the federal marketplace continues through March. Individuals interested in purchasing a plan can contact a local insurance broker, visit one of Highmark's 10 Pennsylvania-based [Highmark Direct](#) stores or contact Highmark's individual sales at:

- 1-877-959-2553 (Pennsylvania)
- 1-877-959-2562 (West Virginia)
- 1-877-959-2563 (Delaware)

**Enrollment numbers as of Feb. 11, 2014 are of those who have been loaded to Highmark's system through completed enrollments (834s that have been verified and processed by Highmark). These enrolled members may have not yet paid their first month's premium, therefore have not completed the entire enrollment process.*

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